

DOT/EPA

It All Adds Up To Cleaner Air Initiative
Seasonal Theme Program Materials: Winter

PRESS RELEASE TEMPLATE

Draft press release for communities to promote their involvement in the *It All Adds Up To Cleaner Air* Winter Theme Program.

FOR IMMEDIATE RELEASE

CONTACT: (spokesperson)
(phone number)

**(Name of Organization) Kicks Off Winter *It All Adds Up to Cleaner Air*
Traffic Congestion and Cleaner Air Public Information Program**

(City, date) — The (name of organization) today kicked off its winter *It All Adds Up to Cleaner Air* public information campaign, as part of its year-round public information and awareness initiatives to highlight the simple things people can do to improve air quality and reduce traffic congestion. The program provides information and resources on actions that fit into busy schedules without major inconvenience.

The winter program emphasizes these two key messages for motorists to consider:

- Trip chaining, or combining multiple errands into one trip
- Telecommuting

Insert a quote from a local program spokesperson that stresses the environmental and quality of life benefits, or cost savings, of telecommuting and trip chaining. For example: “As winter approaches it’s a good time to think about adopting transportation habits that can make a difference year-round. Winter weather is often dangerous for drivers, so it is important to make the most of your outings. Try trip chaining – combining your errands into one trip – or telecommute when you can,” said (name of spokesperson, title, organization). “By participating in the national It All Adds Up To Cleaner Air initiative, we are reminding everyone that helping to reduce air pollution and traffic congestion is simple to do and it has a big payoff in better quality of life for everyone in (name of community).”

Community activities in support of the *It All Adds Up To Cleaner Air* initiative will include (see Event/Activity Suggestions for ideas). For more information about how you can support the program, or how your organization can join the (name of your coalition), please call (name, phone number).

While the winter program is a local, community-based effort, it is part of a national transportation and air quality initiative sponsored by the U.S. Department of Transportation and the U.S. Environmental Protection Agency, called *It All Adds Up To Cleaner Air*. This initiative informs the public about the connection between their transportation choices, traffic congestion and air pollution, and emphasizes simple, convenient actions people can take to improve air quality and reduce congestion. The winter program also coincides with several related activities sponsored by the (name of your organization).

For more information about the *It All Adds Up To Cleaner Air* winter program activities in (name of community), please contact (name, phone number, e-mail of contact person) or visit the Web site at (your URL).

#